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**MODELS OF TARGET SELECTION OF REPRESENTATIVE
INDICATORS OF ACTIVITIES OF CONSTRUCTION ENTERPRISES:
THE ETYMOLOGY AND TYPOLOGY OF DIAGNOSTICS SYSTEMS**
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This paper deals with important scientific and applied task of opening, creation and implementation of instrumentation functional-economic diagnostic of the investment construction project, which is submitted to and investigated how mobile the organization (enterprise) the specific type. As the first component introduced by the author of the methodical-analytical system of functional economic diagnostics of the ICP developed a model of the "Construction project of mobile business". On the basis of modernization of the content of the operating investment construction project (ICP) system model proposes the formation of organizational structures of management of the ICP in the mobile enterprise to carry out on the basis of integration "constructs OMS ICP" - fragments of OMS mobile enterprise at various levels. The basis of the control cores created OMS MP ICP is a project office that coordinates the work of analytical groups on the average level of OMS and matrix-equipped units on the lower level of implementation of the ICPS.

Key words: investment-construction project for mobile construction organizations (MCO), functional-economic diagnosis (the FED), the operating system, "constructive" organizational structure of the ICP management.

кандидат экономических наук, Марчук Т. С. Модели целевого выбора представительных показателей деятельности строительных предприятий: этимология и типология диагностических систем / Киевский национальный экономический университет им. Вадима Гетмана, Украина, Киев

В статье предложено решение актуальной научно-прикладной задачи создания и внедрения инструментария функционально-экономической диагностики инвестиционного строительного проекта, который презентуется и исследуется как мобильная организация (предприятие) специфического типа. В качестве первой составляющей методико-аналитической системы функционально-экономической диагностики инвестиционно-строительного проекта (ИСП) разработана модель «Строительный проект - мобильное предприятие» (СП-МП). На основе модернизации содержания операционной системы ИСП модель предлагает формирование организационных структур

управління (ОСУ) ІСП в форматі мобільного підприємства здійснювати на базі інтеграції «конструктивів ОСУ ІСП» - фрагментів ОСУ мобільного підприємства на різних рівнях. Основу управляючого ядра створюваної ОСУ МП ІСП складає проектний офіс, що координує діяльність аналітичних груп на середньому рівні ОСУ та матрично-упорядкованими підрозділами на нижньому рівні реалізації ІСП.

Ключевые слова: інвестиційно-будівельний проект (ІСП), мобільна будівельна організація (МБО), функціонально-економічна діагностика (ФЕД), операційна система, «конструктив» організаційної структури управління ІСП.

кандидат економічних наук, Марчук Т.С. Моделі цільового вибору репрезентативних індикаторів діяльності будівельних підприємств: етимологія та типологія систем діагностики / Київський національний економічний університет ім. Вадима Гетьмана, Україна, Київ

В статті вирішено актуальну науково-прикладну задачу започаткування, створення та впровадження інструментарію функціонально-економічної діагностики інвестиційного будівельного проекту, який презентується і досліджується як мобільна організація (підприємство) специфічного типу. В якості першої складової запровадженої автором методико-аналітичної системи функціонально-економічної діагностики інвестиційно-будівельного проекту (ІБП) розроблено модель «Будівельний проект - мобільне підприємство» (БП-МП). На основі модернізації змісту операційної системи ІБП модель пропонує формування організаційних структур управління (ОСУ) ІБП у форматі мобільного підприємства здійснювати на базі інтеграції «конструктивів ОСУ ІБП» - фрагментів ОСУ мобільного підприємства на різних рівнях. Основу керуючого ядра створюваної ОСУ МП ІБП складає проектний офіс, що координує діяльність аналітичних груп на середньому рівні ОСУ та матрично-упорядкованими підрозділами на нижньому рівні реалізації ІБП.

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Actuality of topic. System transformations in the construction industry have formed a new economic environment that determines the conditions for the functioning of construction organizations, which are related to the need to solve a number of complex tasks: from changing the business philosophy to finding new models of economic behavior. Today, construction companies operate in extremely dynamic, highly competitive

and unpredictable conditions, which requires the application of effective and efficient management approaches that would maximize the symbiosis of situational, system, dynamic, structural, process, functional management. It is about the development of the latest management tools - functional and economic diagnostics (FED), which is based on the concept that the FED is considered as a process that is a sequence of certain completed stages of evaluation and identification of the retrospective, current and prospective state of the enterprise in order to form an information base for development of preventive, sanation and reactive management decisions.

Problem aspects of diagnostics of various types of activities, spheres, states, and parameters of the functioning of enterprises are discovered in the works of domestic and foreign scientists, in particular such scientists as Fayol A. [1], Solovyov V.P. [2], Naumenko E.O. [3], Spotkay D.V. [4] and others [5-7]. Noting the scientific and practical significance of the contributions of the named scientists, it should be noted that the analysis of available scientific works showed the depth and complexity of the problems of functional and economic diagnostics of contracting enterprises related to the need to consider many factors in the process of forming managerial decisions, namely: macroeconomic factors, technical and economic indicators of the IPS, the realization of the project by the developer company, production capacities of the executing enterprises, demand for finished construction products, influence of stakeholders on the project, existing risks, etc.

The purpose and tasks of the study. The purpose of the work is to create a methodological and analytical tool for functional and economic diagnostics of an investment construction project (ICP), which in organizational, structural and managerial context is presented and explored as a mobile enterprise (ME) of a specific type, which, according to the content and stages of functional and administrative activity, is subordinated to the vital construction cycle cycle.

Presentation of the main research material. Economic diagnostics recognizes the nature of violations in one of the areas where business entity operates - economic. In this case, the subject of the economy is considered as a complex system consisting of interconnected elements that do not function autonomously.

In carrying out the economic diagnostics of the company's activities, it is necessary to conduct a diagnosis of the competitive positions of the industry in which the enterprise operates, its potential diagnostics, assessment of the value of the enterprise as an integral property complex, management and financial diagnostics, diagnostics of economic security and economic culture.

Such a sequence of works will make it possible to assess the activities of the enterprise, provide an accurate and reliable generalized

assessment of its condition, as well as the possibility of making effective decisions on its further functioning. That is why the basic economic diagnostics, on the basis of which a portfolio of strategies for the further development of the enterprise should be developed, forms its economic security, increases competitiveness and adaptability, makes the production system more flexible and creates conditions for increasing its efficiency and effectiveness.

Diagnostics plays an important role in the development and adjustment of the main planning indicators of the enterprise in the conditions of the variability of the environment, when for professionals it is necessary to systematically evaluate the change in each situation, the rapid introduction of adjustments to the plans of the enterprise.

An important role of diagnostics belongs to the preparation of information for the development and substantiation of managerial decisions. Decisions which are based on the results of economic diagnostics contribute to the rational use of resources.

The quality of diagnostics depends on the right choice and justification of the company's development strategy, which should reflect not only the orientation in solving the problems of the business entity, but also its real possibilities (financial, industrial, organizational), and also take into account possible changes in the external environment.

Diagnosis can be carried out in the following areas of research: marketing; finances; production activity; frames and control system; general efficiency of the enterprise. Thus, the structural components of economic diagnostics of the state of the enterprise are:

1. Evaluation of market positions of the enterprise, which includes:

- diagnostics of the competitive environment of the enterprise;
- diagnostics of competitiveness of the enterprise;
- diagnostics of competitiveness of the enterprise's products.

2. Evaluation of the internal state of the enterprise, which includes:

- diagnostics of production potential of the enterprise;
- financial diagnostics of the enterprise;
- management diagnostics;
- diagnostics of corporate culture.

3. Diagnostics of economic safety of the enterprise and estimation of its cost.

Consequently, diagnostics is an important element in the enterprise management system, an effective means of identifying reserves in the face of limited time and time, the basis for developing and adjusting plans and management decisions, and monitoring their implementation.

The diagnosis, which so far is most often used in the context of technical and medical vocabulary, is becoming increasingly widespread in the management of economic processes and phenomena. And since the diagnosis of the economic parameters of the object in the conditions of

market relations, which are associated with high risk, and with the instability of the environment, becomes regular, then there is a need to allocate economic diagnostics in an independent specific function of management.

The generalization of the basic provisions of modern management concepts that explicitly or indirectly investigate the problem of diagnostics at the micro level allows us to move away from a thesis that is unconditional in all scientific works: diagnostics (from the Greek: Diagnosis = dia + gnosis) is the determination of the objective state of the selected parameters in the enterprise's activity in relation to the goals and objectives set, the study of deviations from the normal state of the object of diagnosis, the causes of these deviations, the duration of their occurrence, their interpretation for the formation of conclusions and recommendations. Existing conceptual, theoretical and methodological and applied developments in the field of diagnostics are characterized by a large variety of methodological, normative-criterial and identification support, lack of uniformity and universality in the diagnosis of identical objects, ignoring all essential components during the implementation of target diagnostics of enterprises as open economic systems. With this in mind, differences in classification (due to different purposes, objects and tools of managerial influence) are distinguished between diagnostics, monitoring, economic analysis and the system of information provision. If we are talking about the typology of the concept of "diagnosis" at the level of enterprise activity, then the literature deals with: economic, informational, analytical, management, crisis management, consulting and advisory, fundamental, regulatory, symptomatic, research, express diagnostics and other definitions, which testifies the lack of unity and comprehensiveness of the interpretation of this category.

The need for managerial analysis is determined by several factors: the performance of the enterprise does not meet the expectations of shareholders (owners); it is necessary to identify management problems, which are the reasons for the decrease of efficiency of activity; it is necessary to stimulate the growth of the efficiency of the enterprise; there are difficulties in identifying problem areas of the enterprise; there are no resources required to study the enterprise management system; it is necessary to identify the internal resources and opportunities that can be considered as strengths and weaknesses of the enterprise, assess their importance and determine which of them can become the basis of competitive advantage. Management analysis is a process of complex analysis of internal resources and capabilities of the enterprise, aimed at assessing their availability and compliance with the goals and objectives (in particular, the strategic objectives of ensuring and maintaining the competitive advantages of the enterprise), assessing the current state of the enterprise, its strengths and weaknesses, identifying strategic issues.

Conclusions and further research. Based on the analysis of the main paradigms of economic research using the methodology of interparadigm synthesis, it has been established that the position of scientists regarding the interpretation of the category "diagnostics" has been shown by the ambiguity and diverse orientation of its understanding at the micro level. It is determined that the category is etymologically of medical origin in the sense of recognition, identification of the state of things, that is, the establishment of a diagnosis. The definition of the role and place of diagnostics in the management system of the enterprise remains to be discussed, since: a) the diagnostics is simultaneously considered as a tool, a function, a management method, as a system of information support, etc .; b) there is no certainty as to which stage of the management process is implemented diagnostics; c) understanding of the purpose of diagnostics in the management system of an enterprise is complicated due to its widespread identification with monitoring, economic analysis, information support system; d) the transformation of requirements for diagnostics in the framework of complication of enterprise management systems is practically not considered.

The model of the diagnostics of the level of potential of MCO, which is distinguished by taking into account the leading potential factors (competitiveness, investment attractiveness and ability to develop an enterprise), and gives an opportunity to evaluate the company's perspective with the help of FED components for the implementation of extended functional influence both within the IBO system and within other subject- oriented ICP control systems.

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